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TRAFFIC AND PARKING ASSESSMENT FOR THE SANTA BARBARA ZOOLOGICAL GARDENS MASTER PLAN, CITY OF SANTA BARBARA

Associated Transportation Engineers (ATE) has prepared the following traffic and parking assessment for the Santa Barbara Zoological Gardens Master Plan. This study analyzes the trip generation and parking demands associated with various components of the Master Plan and recommends improvements where necessary to mitigate potential traffic and parking impacts. This study has been prepared to assist City staff in their review of the project and to determine what level of additional traffic and parking analyses may be required. This study also addresses the City's comments contained in the Development Application Review Team (DART) letter dated February 4, 2005.

PROJECT DESCRIPTION

The Santa Barbara Zoological Gardens is located on Ninos Drive in the Waterfront area of the City of Santa Barbara. The Santa Barbara Zoo (SB Zoo) Master Plan is proposing to modernize existing facilities and provide new animal exhibits within existing areas of the Zoo. The Master Plan includes the proposed Discovery Pavilion, Condor Exhibit, the Wave facility, Langur/Lemur Exhibit renovation, Channel Island Fox Exhibit renovation, and the service facility, maintenance and public program storage consolidation.

The City has expressed concerns regarding potential attendance increases related to the new animal exhibits. As a norm, Zoo facilities do not open or create single exhibits one at a time, but build and open exhibit complexes often covering 10-20 acres. For example, the San Diego Wild Animal Park opened the Condor Ridge, which featured not only a new condor exhibit, but also ferret, prairie dog, and big horn sheep exhibits. The Santa Barbara Zoo is limited in where it can develop due to the limited size of the Zoo and the archaeological

sensitivity of the property. What is currently open space at the Zoo will remain open space because of this sensitivity.

The current exhibit renovation projects that the Santa Barbara Zoo is proposing within the Master Plan are projects that are "infill" in nature. The Condor facility will be located within existing developed exhibit locations. The exhibits currently there are outdated and do not adequately serve the needs of the animals or visitors.

The components of the Master Plan include:

- Construction of the Discovery Pavilion
- Creation of the Condor Exhibit
- Renovation of the Langur/Lemur Exhibit
- Renovation of the Channel Island Fox Exhibit
- Construction of the Wave banquet facility
- Consolidation of service and maintenance facilities
- Implementation of a Transportation and Parking Management (TPM) Plan

Each of these projects is summarized in greater detail below.

Discovery Pavilion

The Discovery Pavilion will be a multi-use educational facility that will accommodate the staff members and educational uses that are currently housed in several existing buildings and temporary trailers on-site. The Discovery Pavilion will also house Zoo functions that are currently held within other areas of the Zoo as well as new events such as lectures, adult education classes, and private events (see Table 3).

The Pavilion will be built in two phases. Phase I includes removal of two single-story keeper offices and two animal holding cages totaling 3,038 square feet of demolition, removal of the temporary trailers, renovation of the staff lounge, restrooms, locker rooms and offices and creation of two new 60-student classrooms with administrative office space. Phase II includes renovation of the existing administrative/retail building and a 1,008 square-foot office addition. The Discovery Pavilion would also contain a 100-seat multi-purpose room for educational programs, lectures and private events. City staff have indicated that the activities currently occurring in the temporary trailers should be considered new under the Master Plan since permits were never issued for the trailers.

Employees: The existing Zoo employees that will be moved into the proposed Discovery Pavilion are shown in Table 1.

Table 1
Existing Employees to be Relocated to the Discovery Pavilion

Use	Existing Location	Occupants	Shift Times
Keepers	Utility building (to be removed)	17 keepers (12 at a time)	8:00 A.M.-5:00 P.M. or 7:00 A.M.-6:00 P.M.
Assistant Curator	Vet. Building	1 employee	Mon.-Fri. 8:00 A.M.-5:00 P.M.
General Curator	Vet. Building	1 employee	Sat.-Tue. 8:00 A.M.-5:00 P.M.
Kitchen	Animal Kitchen	1 employee	Mon.-Sun. 8:00 A.M.-5:00 P.M.
Docent Lounge	Temporary Trailer (to be removed)	n/a	n/a
Education	Temporary Trailer (to be removed)	5 full-time staff [a]	Tues.-Sat. 8:00 A.M.-5:00 P.M. Mon.-Fri. 8:00 A.M.-5:00 P.M.
		5 part-time staff [a]	Mon., Wed. & Sat. Varying shifts

[a] This analysis assumes that the Educational staff are new employees under the Master Plan.

As noted above, City staff have requested that all activities occurring in the temporary trailers be considered as new since permits were never issued for their use. The temporary trailers currently house the docent lounge and Educational staff. For the purposes of this analysis, the Educational staff are considered as new, since they are based in the trailers and will be moving to the proposed Discovery Pavilion. The docent lounge provides a break room area and a wall for docent schedule information. The docents are not the primary function of the lounge and the docent lounge does not generate traffic on its own. The docents have been used at the Zoo for many years. In fact, Zoo staff indicated that the number of docents has decreased at the Zoo from 60 (before the temporary trailers were in place) to 25 currently. Given this, the docents are not considered to be new to the site for this analysis. **This analysis therefore assumes 10 new employees (5 full-time and 5 part-time staff) at the proposed Discovery Pavilion under the Master Plan.**

Events: The 100-seat multi-purpose area of the Discovery Pavilion would accommodate events currently taking place at other areas of the Zoo as well as new events.

Table 2 shows the existing events that will be moved to the proposed Discovery Pavilion. A more detailed list of the existing events held at the Zoo for the last three years is attached for reference. It should be noted that the list of existing events is being provided to illustrate the

types of functions currently taking place at the Zoo and that two of these existing events will be moved to the new Discovery Pavilion.

Table 2
Existing Events to be Relocated to the Discovery Pavilion

Use	Existing Location	Occupants	Event Times
Zoo Functions	Outside	100 guests (2/year)[a]	Mon.-Fri. 6:00 P.M.-10 P.M.

[a] Maximum number of guests for the 100-seat multi-purpose area.

City staff have requested that the current activities occurring in the temporary trailers be analyzed as new to the site since permits were not issued for the trailers. Given this, the analysis assumes that the Children's Classes and Workshops are new to the site, since educational staff are currently housed within the temporary trailers. Additional new events proposed to occur within the 100-seat multi-purpose room of the Discovery Pavilion include lectures, adult education programs and private events. These new events are summarized in Table 3. It is noted that these are new events over and above those existing events that will be moved into the Discovery Pavilion.

Table 3
New Events Assumed for the Discovery Pavilion

Use	Occupants	Event Times
Children's Classes[a]	800 students/month 20 classes/month 40 students/class 1 teacher/class	March-June Mon-Fri. 9:00 A.M.-1:00 P.M.
Children's Workshop[a]	60 students/month 12 workshops/month 5 students/class 1 teacher/class	3 times per week Tue.-Sat. 9:00 A.M.-1:00 P.M. & 1:00 P.M.-4:00 P.M.
Lectures	100 guests/lecture (5/year)	Mon.-Fri. 7:00 P.M.-9:00 P.M.
Adult Education	25 students/class (5/year)	Mon.-Fri. 7:00 P.M.-9:00 P.M.
Private Events[b]	100 guests/event (10/year)	Mon.-Fri. 6:15 P.M.-11:00 P.M. Sat.-Sun. 4:15 P.M.-10:00 P.M.

[a] Currently housed in temporary trailers on-site.

[b] Private events include birthday parties, wedding receptions and corporate events.

The Children's Classes and Workshops will overlap three times per week between 9:00 A.M. and 1:00 P.M. during the months of March, April, May and June. The lectures, adult education programs and private events will not overlap and will occur throughout the year.

Condor Exhibit

The Condor Exhibit is an infill project that will be located within the North American Environment section. This section currently contains Channel Island foxes, bald eagles, the Desert Discovery area, desert tortoise, and burrowing owls. The purpose of the Condor Exhibit is to demonstrate the Zoo's commitment to conservation and education about local species of special significance.

Effect on Attendance: Attendance at the Santa Barbara Zoo was researched to determine the potential effects of similar exhibits on attendance at the Zoo. ATE obtained attendance data for the last nine years from Zoo staff. The monthly attendance breakdown at the Zoo is attached for reference. Table 4 shows the Zoo's annual attendance over the past ten years as well as major exhibits and projects that were opened.

Table 4
Major Exhibits/Projects and Annual Attendance at the Santa Barbara Zoo

Year	New/Redeveloped Exhibits and Major Projects	Total Visitors
1995	Squirrel Monkey Island Renovation, Kid's Market Place	421,878 Visitors
1996	Forest's Edge (Gorillas), Toad Hall	464,794 Visitors
1997	No major exhibits/projects	477,021 Visitors
1998	Bald Eagle Exhibit, Asian Habitat, Sloth Exhibit	451,074 Visitors
1999	Desert Discovery Complex (formally Toad Hall), Channel Island Fox Exhibit, Beaver Exhibit, Aquarium Complex	468,823 Visitors
2000	Lorikeet Landing	456,976 Visitors
2001	No major exhibits/projects	423,026 Visitors
2002	Cats if African Gibbon Holding & Exhibit, Meerkats Exhibit, Chinese Alligator (formerly Beaver Exhibit)	433,032 Visitors
2003	No major exhibits/projects	430,000 Visitors
2004	Elephant Exhibit re-opened	424,908 Visitors

Table 4 shows a general trend of decreases in attendance at the Zoo since the high point occurred in 1996/1997. The gorilla exhibit opened in 1996 and the Zoo saw an increase in attendance at that time. Since 1996, the Zoo has opened bald eagle and sloth exhibits in 1998; a lion habitat, Channel Island Fox exhibit and Aquarium Complex in 1999; and Cats of Africa and Meerkat exhibits in 2002. Attendance has decreased the last two years after the new exhibits opened in 2002.

Attendance decreased the year the bald eagle exhibit was opened in 1998. Additionally, attendance was up slightly for two months (November and December 1999) after the Channel Island Fox Exhibit opened compared to November and December 1998. However, attendance was lower for the months of January and February 2000 when compared with the same months in 1999. The Bald Eagle and Channel Island Fox Exhibits are similar to the proposed Condor Exhibit, since the Channel Island Fox is a species of local significance. The annual attendance increases seen in 1999 and 2002 were likely related to the more "glamorous" Aquarium Complex and Cats of Africa exhibits. Additionally, there was a portion of the Cats of Africa exhibit that contained a smaller Black-Footed Cat exhibit, which was a conservation type of exhibit. The Black-Footed Cat exhibit, by itself, did not increase overall attendance to the Zoo.

The Zoo also provided attendance data for the Condor Ridge complex at the San Diego Wild Animal Park. A letter from the San Diego Wild Animal Park is attached for reference. Attendance at the Wild Animal Park did not increase following the opening of Condor Ridge and was down three percent from the previous year. **Given Santa Barbara Zoo's own attendance history and the experience of the San Diego Wild Animal Park with their Condor Ridge complex, it is not anticipated that the Condor Exhibit will result in increased attendance at the Zoo.**

Employees: Zoo staff have indicated that there would be one new staff member (keeper) for the Condor Exhibit.

The Langur/Lemur Exhibit Renovation

The Zoo proposes to renovate the existing Langur/Lemur complex as required by the USDA. The renovation will demolish the existing animal holding and exhibit spaces and replace them with two new holding buildings. These holding areas will be screened by artificial rockwork and landscaping which will also mimic a naturalistic setting in the exhibit area. As the Langur/Lemur Exhibit is an existing feature of the Zoo, no increase in attendance is expected as a direct result of this renovation project.

The Channel Island Fox Exhibit Renovation

As the first zoo in the country to receive these animals, the Zoo had very little information about maintaining them in captivity. It was discovered that these foxes could climb trees just like cats. They were able to climb up and over their exhibit fences. While the holding area has proven more than adequate, the outdoor enclosure requires complete renovation in order

to make it suitable for the Zoo's long-term commitment to fox conservation. The two pair of foxes must be kept separated from one another, as they are highly aggressive and territorial.

To solve these problems, the Zoo is proposing to create two separate exterior exhibit spaces divided by a buffer zone enabling the Zoo to have both pair of animals on exhibit simultaneously. The proposed exhibit spaces will be 880 sq. ft. and 1170 sq. ft. respectively. The Zoo will also be upgrading the mesh enclosure to a finely woven 1"x1" steel mesh. The Zoo would also like to use this renovation opportunity to enhance the visitor viewing areas by reshaping the pathway above the exhibit. This renovation project is not expected to increase Zoo attendance as the Channel Island Fox exhibit is an existing feature of the Zoo.

The Wave Banquet Facility

The Zoo is proposing to demolish the existing 610 square-foot guest service building and construct a 1,450 square-foot structure that will house a concessions facility, catering room, men's and women's restrooms, storage, and a bridal changing room.

Events: The events that have been hosted within the Guest Services Area are shown in Table 5. It is assumed that these events will use the facilities in the new Wave building. Given that the Guest Services Area is currently booked to capacity, there will be no *new* events that would utilize the facilities in the Wave building. Events that have taken place over the last three years at the Zoo are attached for reference.

Table 5
Events Using the Wave Building Facilities

Use	Size	Event Times
Weddings	40-220 guests (30-35 per year)[a]	Weekend afternoons and/or evenings
Private events	20-600 guests (25-30 per year)[a]	Weekend afternoons and/or evenings
Zoofari Ball	450 guests (once per year)	Weekday/weekend evening

[a] Based on historical event data for the past three years.

Employees: The Wave Facility will also feature a small snack bar. The Zoo has indicated that there will be 2 new part-time staff employed for this area. The two staff members will not work at the same time.

Service Facility, Maintenance and Public Program Storage Consolidation

The service facilities, maintenance equipment and public program storage containers will be consolidated into the Zoo's service yard. The project includes removing several storage containers located throughout the Zoo, relocation of the wood/metal shops and office space, and construction of storage units, an employee restroom, a train shed, a trellis with landscape/exhibit materials storage area and a wall and electric gate at Cabrillo Boulevard. No new employees or activities are proposed for the consolidation and therefore no new traffic would be generated with this component of the Master Plan.

Transportation and Parking Management Plan

SB Zoo is proposing to implement a Transportation and Parking Management (TPM) Plan as part of the Master Plan. The TPM Plan consists of a variety of programs and incentives to increase the use of alternative transportation modes by SB Zoo employees and visitors. The TPM Plan would be implemented as part of the Master Plan to off-set potential increases in future traffic and parking demands generated at the Zoo. A copy of the TPM Plan is attached. The following outline shows the key components of the TPM Plan.

Zoo Employees

- Transportation Coordinator
- New Employee Orientation
- Personalized TPM Assistance
- Employee Transportation Information Center
- On-Site Services
- Transit Subsidies
- Enhanced Transit Stop
- Carpool Program
- Bicycle Program
- Emergency Transportation Services
- Financial Incentives

Visitors

- Waterfront Shuttle and MTD Admissions Discount
- Surrey/Bike Rental Admissions Discount
- Waterfront Shuttle, MTD and Surrey/Bike Rental Advertisements
- Hotel Advertisements
- Hotel Coordination
- Enhanced Waterfront Shuttle Stop

Summary of New Uses

New Employees: New Zoo employees will consist of educational staff, part-time staff at the Wave snack bar, and the keeper for the Condor Exhibit. For this analysis, the docents are not considered as new to the site, since they have been at the Zoo for many years prior to occupancy of the temporary trailers. Table 6 summarizes the new employees assumed for the SB Zoo Master Plan.

Table 6
New Employees for the Zoo Master Plan

Facility	New Employees	Shifts
Discovery Pavilion	5 full-time staff [a]	Tue.-Sat. 8:00 A.M.-5:00 P.M. Mon.-Fri. 8:00 A.M.-5:00 P.M.
	5 part-time staff [a]	Mon., Wed. & Sat. Varying shifts
The Wave	2 part-time employees	Varying shifts
Condor Exhibit	1 keeper	8:00 A.M.-5:00 P.M. or 7:00 A.M.-6:00 P.M.
Total	**13 Employees**	

[a] Currently work out of the temporary trailers on-site.

Table 6 shows that 13 full and part-time employees are assumed as new for the Master Plan.

New Events: New activities and events for the Master Plan will consist of planned activities within the proposed Discovery Pavilion. There are no new events planned for the Wave facility. Table 7 summarizes the new events proposed under the Master Plan.

Table 7
New Events Under the Zoo Master Plan

Location	Use	Occupants	Event Times
Discovery Pavilion	Children's Classes [a]	40 students/class 20 classes/month	March-June Mon-Fri. 9:00 A.M.-1:00 P.M.
	Children's Workshop [a]	5 students/class 12 classes/month	3 times per week Tue.-Sat. 9:00 A.M.-1:00 P.M. & 1:00 P.M.-4:00 P.M.
	Lectures	100 guests/lecture (5/year)	Mon.-Fri. 7:00 P.M.-9:00 P.M.
	Adult Education	25 students/class (5/year)	Mon.-Fri. 7:00 P.M.-9:00 P.M.
	Private Events	100 guests/event (10/year)	Mon.-Fri. 6:15 P.M.-11:00 P.M. Sat.-Sun. 4:15 P.M.-10:00 P.M.
The Wave	No new events are proposed for this area (existing facility is booked to capacity).		

[a] Currently housed in the temporary trailers on-site.

Table 7 shows that all of the new activities and events under the Master Plan will take place in the Discovery Pavilion. These include Children's Classes and Workshops, lectures, adult education classes, and private events (birthday parties, receptions, corporate events). These events will take place throughout the year. The Children's Classes and Workshops will overlap during the months of March, April, May and June between 9:00 A.M. and 1:00 P.M. The lectures, adult education classes and private events will not overlap.

PROJECT TRIP GENERATION

The trip generation analysis was completed for the components of the Master Plan that would generate traffic on a day-to-day basis (new employees, visitors) and a separate analysis calculated trip generation for activities that would occur on an infrequent basis (special events proposed for the Discovery Pavilion). The P.M. peak hour is the highest hour of traffic generated between the hours of 4:00 to 6:00 P.M. The Summer Sunday afternoon peak hour is the highest hour of traffic generated between the hours of 1:00 to 4:00 P.M.

Day-to-Day Operations

The components of the Master Plan that are expected to generate new traffic to the Zoo include the Wave employee, the Condor Exhibit keeper and the education programs and

activities scheduled to take place in the proposed Discovery Pavilion. Trip generation for these new uses was calculated using the assumptions listed below:

Discovery Pavilion: The trip generation analysis assumes one trip inbound in the morning and one trip outbound during the P.M. peak hour and two trips (out and in) for the lunch hour for each of the full-time employees. The part-time employees work varying shifts on Mondays, Wednesdays and Saturdays with start and end times that are typically outside peak hour periods. The trip generation analysis assumes one trip inbound and one trip outbound for each part-time employee. Again, the Zoo docents are not new to the site and therefore would not generate new traffic to the site under the Master Plan.

The Children's Classes will take place between 9:00 A.M. and 1:00 P.M. on weekdays between the months of March-June. Each class will contain approximately 40 students. According to Zoo staff, 60% of the students arrive via bus and 40% arrive via carpools consisting of 4 or more children.

Condor Exhibit: As noted above, the Condor Exhibit would not generate increased attendance to the Zoo. The Condor Exhibit would require the addition of one keeper. Data provided by the Zoo indicates that the keepers currently work either 8:00 A.M. to 5:00 P.M. shifts or 7:00 A.M. to 6:00 P.M. shifts. The trip generation analysis assumes one trip inbound in the morning and one trip outbound during the P.M. peak hour and two trips (out and in) for the lunch hour for the Condor Exhibit keeper.

Langur/Lemur Exhibit: As noted above, the Langur/Lemur Exhibit renovation would not generate increased attendance to the Zoo. The Exhibit is an existing feature of the Zoo and is undergoing renovations for animal care purposes.

Channel Island Fox Exhibit: As noted above, the Channel Island Fox Exhibit would not generate increased attendance to the Zoo. The Exhibit is an existing feature of the Zoo and is undergoing renovations for animal care purposes.

The Wave: As noted above, new events will not take place at the Wave, as the existing facilities are currently booked to capacity. The Wave will feature a small snack bar and the Zoo will employ two part-time employees there. The trip generation analysis assumes 1 shift per day for each of the 2 employees, with two trips (in and out) for each employee.

The day-to-day trip generation estimates for the components of the Master Plan are shown in Table 8.

Table 8
Santa Barbara Zoo Master Plan
Day-to-Day Trip Generation Estimates

Master Plan Component	Size	Weekday				Summer Sunday	
		ADT		P.M. Peak Hour		Afternoon Peak Hour	
		Rate	Trips	Rate	Trips	Rate	Trips
Discovery Pavilion							
- Educational staff	5 Full-time staff [a]	4.0	20	1.0	5	-	0
	5 Part-time staff	2.0	10	0.0	0	-	0
- Children's Class [b]	40 students/class	0.25	10	0.0	0	-	0
- Children's Workshop [c]	5 students	2.0	10	0.0	0	-	0
Condor Exhibit	1 keeper [a]	4.0	4	1.0	1	-	0
The Wave	2 part-time staff [d]	2.0	4	0.5	1	0.5	1
Total		**58 ADT**		**7 PHT**		**1 PHT**	

[a] Analysis assumes 1 inbound trip in the morning, 1 trip out and 1 trip in during lunch and 1 P.M. peak hour trip outbound.

[b] Analysis assumes 60% arrive via bus and 40% arrive via carpool (4.0 students per vehicle).

[c] Analysis assumes 100% arrive via vehicle (1.0 student per vehicle).

[d] The part-time employees will not work at the same time. Analysis assumes 1 shift per day for each of the 2 employees.

The data shown in Table 8 indicate that the Master Plan would generate 58 average daily trips, 7 P.M. peak hour trips, and 1 Summer Sunday peak hour trip.

Special Events

The lectures and adult education programs will take place in the Discovery Pavilion Monday through Friday from 7:00-9:00 P.M. These events will be scheduled outside of the Zoo's hours of operation (the Zoo is open from 10:00 A.M. to 5:00 P.M. Monday through Sunday). Each would occur approximately five times per year (a combined total of ten per year). The lectures would generate approximately 100 guests and the adult education programs would generate 25 guests.

The private events would take place Monday through Friday from 6:15 P.M.-11:00 P.M. and Saturday/Sunday from 4:15 P.M.-10:00 P.M. The private events would start and stop outside of the P.M. (4:00-6:00) and Summer Sunday (1:00-4:00 P.M.) peak periods.

Table 9 shows the trip generation estimates for the special events to be held in the Discovery Pavilion. Since these events would occur infrequently on Weekday evenings and Summer Sunday afternoons, they are not included in the day-to-day trip generation estimates and subsequent analysis of potential project impacts.

Table 9
Trip Generation Estimates for Special Events in the Discovery Pavilion

Master Plan Component	New Events per Year	Size	Weekday				Summer Sunday	
			ADT		P.M. Peak Hour		Afternoon Peak Hour	
			Rate	Trips	Rate	Trips	Rate	Trips
Discovery Pavilion [a]								
- Lectures [b]	5 per year	100 guests	1.0	100	0.0	0	0.0	0
- Adult Education [b]	5 per year	25 students	1.0	25	0.0	0	0.0	0
- Private Events [b]	10 per year	100 guests	1.0	100	0.0	0	0.0	0

[a] Analysis assumes an average vehicle occupancy of two persons for these programs/events.

[b] Scheduled to begin outside of the weekday and Summer Sunday peak hours and therefore would not generate any peak hour trips.

The lectures, which will be held five times per year, would generate 100 ADT and no weekday or summer Sunday peak hour trips. The adult education programs, which will be held five times per year, would generate 25 ADT and no weekday or summer Sunday peak hour trips. The private events, which will be held 10 times per year, would generate 100 ADT and could generate up to 38 weekday and 38 Summer Sunday peak hour trips. The Zoo has indicated that the start times for these private events can be shifted to avoid weekday and Summer Sunday afternoon peak hour trips.

PROJECT TRAFFIC ADDITIONS AND POTENTIAL IMPACTS - DAY-TO-DAY OPERATIONS

Project Trip Assignment

The peak hour trips associated with the new Zoo employees were distributed onto the study-area street network based on existing employee "route to work" data provided by the Zoo. The traffic patterns for all of the existing employees were used to distribute the new employee traffic. This "route to work" data is attached for reference. The data shows that 85% of the

employees travel to the Zoo from U.S. 101 North (to/from the west) via the Milpas Street interchange and 15% travel to the Zoo from U.S. 101 South (to/from the east) via the Cabrillo Boulevard interchange. As noted by City staff, the "route to work" data does not include the educational staff for the Camp and Snooze programs. This data could not be obtained, but it is expected that these employees would utilize similar travel patterns as the other employees.

Table 10 and Figures 1 and 2 (attached) show the trip distribution percentages for the Zoo attendees and employees. The project-added volumes to the study-area intersections are shown in Figures 3 and 4.

Table 10
Master Plan Trip Distribution Percentages

Origin/Destination	Direction	Zoo Employees Percentage	Zoo Attendees Percentage
U.S. 101	North	85%	30%
U.S. 101	South	15%	40%
Cabrillo Boulevard/Local	West	-	30%
TOTAL		**100%**	**100%**

The trips generated by the additional visitors and new employees were distributed to the study-area intersections according to the percentages shown in Table 10. It is the City's practice to follow 5 or more peak hour trips through adjacent intersections to determine the potential traffic impacts of proposed developments. This approach provides statistical certainty in determining the intersections which could potentially be impacted by the project. The project's potential impacts are summarized below.

City of Santa Barbara Traffic Impact Thresholds

The City's project-specific impact threshold states that if a development project would cause the V/C ratio at an intersection to exceed 0.77, or if the project would increase the V/C ratio at intersections which already exceed 0.77 by 0.01, the project's impact is considered significant.

The City's cumulative impact threshold states that if a development project would add traffic to an intersection which is forecast to operate above V/C 0.77 with cumulative traffic volumes, the project's contribution is considered a significant cumulative impact.

Day-to-Day Project Traffic Additions

Table 11 shows the weekday P.M. peak hour traffic additions at the Milpas Street corridor intersections and the Cabrillo Boulevard intersections at State Street and the U.S. 101 SB Ramps. Existing and Cumulative levels of service are based on data contained in the Doubletree Resort Development Plan EIR (Rincon Consultants, March 2003).

Table 11
Day-to-Day Added Weekday
P.M. Peak Hour Traffic Volumes and Levels of Service

Intersection	Project Added P.M. PHT[1]	Existing LOS[2]	Cumulative LOS[2]
Milpas Street/Carpinteria Street-U.S. 101 NB Ramps	6 PHT	5.0 sec./LOS A	7.7 sec./LOS A
Milpas Street/U.S. 101 SB Off-Ramp	6 PHT	0.59/LOS A	0.57/LOS A
Milpas Street/Indio Muerto-U.S. 101 SB On-Ramp	6 PHT	0.47/LOS A	0.54/LOS A
Milpas Street/Calle Puerto Vallarta	6 PHT	0.43/LOS A	0.57/LOS A
Cabrillo Boulevard/State Street	0 PHT	0.43/LOS A	0.50/LOS A
Cabrillo Boulevard/ U.S. 101 SB Ramps	<5 PHT	>50.0 sec./LOS F	>50.0 sec./LOS F

[1] All project trips are outbound. 85% of trips (6 PHT) travel along the Milpas corridor from Ninos-Calle Puerto Vallarta to the Northbound on-ramp at the Carpinteria Street intersection.

[2] Doubletree Resort Development Plan EIR, Rincon Consultants, March 2003.

Table 11 shows that the Milpas Street corridor intersections currently operate at LOS A with existing weekday P.M. peak hour traffic volumes and are forecast to operate at LOS A with cumulative weekday P.M. peak hour traffic volumes.

The Cabrillo Boulevard/U.S. 101 SB Ramps intersection is operating at LOS F with existing volumes and is forecast to operate at LOS F with cumulative volumes. The Master Plan would add less than 0.01 V/C to this intersection during the P.M. peak hour, which is not a project-specific impact according to the City's thresholds. The Master Plan components would add less than five peak hour trips to this location and would not contribute to this cumulative impact.

Table 12 shows the Master Plan-added summer Sunday afternoon peak hour traffic additions at the Milpas Street corridor intersections and the Cabrillo Boulevard/U.S. 101 SB Ramps intersection.

Table 12
Day-to-Day Added Summer Sunday Afternoon
Peak Hour Traffic Volumes and Levels of Service

Intersection	Master Plan-Added Summer Sunday Afternoon PHT	Existing LOS[1]	Cumulative LOS[1]
Milpas Street/Carpinteria Street-U.S. 101 NB Ramps	<5 PHT	4.2 sec./LOS A	6.1 sec./LOS A
Milpas Street/ U.S. 101 SB Off-Ramp	<5 PHT	0.50/LOS A	0.54/LOS A
Milpas Street/Indio Muerto-U.S. 101 SB On-Ramp	<5 PHT	0.55/LOS A	0.62/LOS B
Milpas Street/ Calle Puerto Vallarta	<5 PHT	0.69/LOS B	0.74/LOS C [2]
Cabrillo Boulevard/ State Street	<5 PHT	0.69/LOS B	0.81/LOS D
Cabrillo Boulevard/ U.S. 101 SB Ramps	<5 PHT	>50.0 sec/LOS F	>50.0 sec./LOS F

[1] Doubletree Resort Development Plan Final EIR, Rincon Consultants, March 2003.

[2] ATE Response to Comments on the Doubletree Resort Development Plan Final EIR - Table B - Inbound Versus Outbound Scenario, Rincon Consultants, June 2003.

Table 12 shows that the Milpas Street corridor intersections are forecast to operate at LOS C or better with the existing and cumulative Summer Sunday afternoon peak hour volumes. The Cabrillo Boulevard/State Street intersection is forecast to operate at LOS D with cumulative Summer Sunday afternoon peak hour volumes. The Master Plan components would add less than five peak hour trips to this location and would not significantly contribute to this cumulative impact.

The Cabrillo Boulevard/U.S. 101 SB Ramps intersection currently operates at LOS F and will operate at LOS F with the cumulative Summer Sunday afternoon peak hour volumes. The

Master Plan would add less than five trips to this intersection during the Summer Sunday peak hour.

The Master Plan components would not generate project-specific or cumulative traffic impacts to the local-area intersections according to the City's traffic impact thresholds.

Special Event Traffic Additions

Table 9 shows that the lectures and adult education programs proposed under the Master Plan would not generate weekday P.M. or Summer Sunday peak hour trips. If a private event were to be held on a weekday or Summer Sunday, it would generate 38 trips during the peak hour and would add traffic to the Cabrillo Boulevard/U.S. 101 Southbound Ramps. However, due to the infrequency of the new private events (the Zoo would only hold up to ten of these events per year and not all would occur on a Summer Sunday afternoon), these events would not generate significant impacts to this intersection on a day-to-day basis.

Mitigation Measures

The traffic analyses found that the Master Plan would not generate project-specific or cumulative traffic impacts. Although mitigation measures are not required, the Zoo has developed a Transportation and Parking Management (TPM) Plan to be implemented as part of the Master Plan. The TPM Plan consists of a variety of programs and incentives to increase the use of alternative transportation modes by both SB Zoo employees and visitors. The TPM plan would reduce traffic generated at the Zoo (both existing traffic and Master Plan traffic).

PROJECT PARKING REQUIREMENTS

Parking supply

The Zoo parking lot contains 326 marked parking spaces and a curb parking area for large vehicles (approximately 6 spaces), for a total of 332 parking spaces.

Existing Parking Demands

Visitor Parking Demands

The Zoo has provided market research data (Visitor Trac Report) which indicates that the median exit time for Zoo visitors is between 2:30 and 3:00 P.M., and that the peak visitation period at the Zoo generally occurs between 11:30 A.M. and 2:30 P.M. This data is attached for reference. Parking surveys were conducted at the Zoo on one weekday, one weekend day and one holiday weekend day in 2003 and one weekday and one weekend day in August/September 2004 to verify the results of the market research data. The parking survey data is attached for reference.

It should be noted that ATE conducted parking surveys the weekend after the new Elephant Exhibit opened (the weekend parking survey was completed on Sunday August 29, 2004). Additionally, the Zoofari Ball was held the previous night, and there were 30-40 volunteers and two rental companies on-site for clean up work. Thus, parking demands were likely higher than a typical summer Sunday. Table 13 summarizes the results of the parking surveys.

Table 13
Zoo Lot Parking Demand Surveys

Day	Time	Vehicles Parked [a]	% Occupied [b]	Spaces Available
May-June 2003				
Tuesday, May 13, 2003	2:00 P.M.	129 vehicles	39% occupied	203 spaces
Sunday, June 1, 2003	1:00 P.M. 3:00 P.M.	242 vehicles 244 vehicles	73% occupied 73% occupied	90 spaces 88 spaces
Sunday, May 25, 2003 (Memorial Day weekend)	4:00 P.M.	248 vehicles	75% occupied	84 spaces
August-September 2004				
Sunday, August 29, 2004	11:30 A.M.	244 vehicles	73% occupied	88 spaces
	1:00 P.M.	326 vehicles	98% occupied	6 spaces
	2:00 P.M.	**327 vehicles**	**98% occupied**	**5 spaces**
	3:00 P.M.	307 vehicles	92% occupied	25 spaces
Wednesday, September 1, 2004	11:30 A.M.	189 vehicles	57% occupied	143 spaces
	1:00 P.M.	**206 vehicles**	**62% occupied**	**126 spaces**
	2:00 P.M.	185 vehicles	56% occupied	147 spaces
	3:00 P.M.	132 vehicles	40% occupied	194 spaces

[a] Total within marked spaces and RV/bus parking area (6 spaces on curb located on the west boundary of the parking lot).

[b] 326 marked spaces + 6 spaces in RV/bus curb parking area in the Zoo parking lot.

Table 13 shows that the existing weekend peak parking demand in the Zoo lot is 327 spaces, which occurred on Sunday afternoon at 2:00 P.M. The lot was 98% occupied during the peak

parking demand period. The existing weekday parking demand is 206 vehicles with 62% of the lot occupied.

Employee Parking Demands

The Zoo directs employees to park within the adjacent Dwight Murphy Field parking areas during winter weekends and everyday between Memorial Day and Labor Day (late May to early September). According to data provided by the Zoo, there are approximately 40-50 employees at the Zoo at one time during busy Summer weekend days (which is the peak parking demand period).

City Parks and Recreation staff indicated that Dwight Murphy Field is heavily used by soccer clubs on Saturdays and Sundays between the hours of 8:00 A.M.-5:30 P.M. throughout the year. The facility is also used for softball games Monday-Friday from 6:00 P.M.-10:00 P.M. Softball games take place outside of Zoo hours and therefore do not conflict with Zoo parking demands.

Parking surveys were conducted in the Dwight Murphy Field parking areas and curb parking areas adjacent to the Zoo on one summer weekend day (Sunday August 29, 2004) and one weekday (Wednesday September 2, 2004). These surveys were completed on Ninos Drive between Por La Mar Drive on the west and Orilla Del Mar on the southeast. A map illustrating the surveyed areas is attached for reference. ATE observed fully occupied soccer fields with players and spectators during the Sunday surveys. There were no athletic events occurring during the weekday surveys. Table 14 shows the Sunday and Weekday parking demands for these areas.

Table 14
Off-Site Parking Surveys - Peak Summer Weekend/Weekday 2004

Day	Time	Vehicles Parked [a]	% Occupied	Spaces Available [b]
Sunday, August 29, 2004	11:30 A.M.	77 Vehicles	71% occupied	32 spaces
	1:00 P.M.	84 Vehicles	77% occupied	25 spaces
	2:00 P.M.	91 Vehicles	83% occupied	18 spaces
	3:00 P.M.	**106 Vehicles**	**98% occupied**	**2 spaces**
Thursday, September 2, 2004	11:30 A.M.	22 Vehicles	19% occupied	96 spaces
	1:00 P.M.	5 Vehicles	4% occupied	116 spaces
	2:00 P.M.	5 Vehicles	4% occupied	116 spaces
	3:00 P.M.	6 Vehicles	5% occupied	116 spaces

[a] Total includes off-site parked vehicles on Ninos Drive adjacent to Dwight Murphy field and along curb north of Orilla Del Mar Drive (a map of survey areas is attached).

[b] Estimated for curb parking areas.

Table 14 shows that the off-site parking areas surveyed were 98% full at 3:00 P.M. on Sunday August 29, 2004. The spaces were not heavily used during the weekday survey (19% occupied).

As mentioned previously, the Zoo employees are directed to park off-site in the Dwight Murphy Field parking areas during winter weekends and everyday between Memorial Day and Labor Day (late May to early September). City staff have noted that the Parks and Recreation Department will be pursuing a Dwight Murphy Master Plan. Major circulation and parking changes may occur within this area with implementation of the Dwight Murphy Master Plan, including the prohibition of Zoo-related parking within the Dwight Murphy parking lots. Zoo staff will need to meet with Parks and Recreation Department staff to discuss these issues and determine whether the future plans are cohesive between the two organizations.

City staff requested that Zoo employees be included in the existing parking demand calculation. Zoo staff have indicated that there are 40-50 employees on-site at any one time during Summer weekend days. This analysis assumes that there were 50 employees parked off-site on Sunday August 29, 2004 at 2:00 P.M.

An employee parking demand rate was calculated using the employee survey data cited previously. This data indicates that 80 employees drive alone to work, 18 arrive to work via carpool and 13 arrive via walking, bicycle or bus. Assuming an AVO of 3.0 persons per vehicle for the carpools, there are 111 total staff employed by the Zoo that arrive to work in 86 vehicles. Note that not all of these employees work at the same time. This corresponds to a parking demand rate of 0.77 spaces per employee.

Table 15 shows the existing employee parking demands during the peak parking demand period at the Zoo. Note that ATE observed three occupied employee parking spaces on-site (2 carpool spaces and 1 employee of the month space) during the parking surveys. These were subtracted out from the total in Table 15 because they were already counted within the on-site parking demand total shown in Table 14.

Table 15
Existing Off-Site Employee Parking Demands During Peak Parking Demand Period

Employees	Rate	Peak Period Parking Demand
47 employees [a]	0.77 spaces / emp.	36 spaces

[a] Assumes 50 employees total, 3 park on-site and 47 park off-site.

Table 15 shows an employee parking demand of 36 spaces within the Dwight Murphy parking areas during the peak demand period. Therefore, the Zoo generates a total demand of 363

Spaces (327 Zoo lot spaces + 36 Off-site Zoo employee spaces) during the weekend peak demand period.

Existing + Master Plan Parking Demands

Parking supply

As noted above, the Zoo parking lot contains 326 marked parking spaces and a curb parking area for large vehicles (approximately 6 spaces), for a total of 332 parking spaces. At the request of City staff, ATE reviewed the configuration of the curb parking area that is used for bus parking on weekdays and determined that it could be restriped to provide 20 spaces with 90 degree parking during weekend periods when busses are not present.. This is an increase of 14 spaces from the existing conditions. The new total of 346 parking spaces is reflected in the Existing + Master Plan Parking Demand analysis for weekend periods.

Day-to-Day Operations

The additional parking demands associated with the day-to-day operations would be generated by the Condor Exhibit employee, the educational staff currently housed in the temporary trailers, and the Wave employees. As stated previously, the docents would not be new to the site and would not generate additional day-to-day parking demands. Table 16 shows the Master Plan parking demands for the day-to-day operations.

Table 16
Day-to-Day Master Plan Parking Demands

Component	Variable	Weekday Peak		Weekend Peak	
		Rate	Demand	Rate	Demand
Discovery Pavilion					
- Educational staff	5 full-time staff	0.77	4 spaces	0.77	4 spaces
	3 part-time staff [a]	0.77	2 spaces	0.77	2 spaces
- Children's Class	40 students [b]	0.23	9 spaces	0.0	0 spaces
- Children's Workshop	5 students [c]	1.0	5 spaces	0.0	0 spaces
Condor Exhibit	1 keeper	1	1 space	1.0	1 space
The Wave	2 part-time staff	0.5	1 space	0.5	1 space
TOTAL			**22 spaces**		**8 spaces**

[a] Assumes 60% of part-time staff would be on-site during peak demand period.
[b] Assumes 60% arrive via bus and 40% arrive via carpool (2.0 students per vehicle).
[c] Assumes 100% arrive via vehicle (1.0 student per vehicle).

The components of the Master Plan would generate a peak demand for 22 spaces on weekdays and 8 spaces on weekends.

Table 17 shows the Existing + Master Plan weekday and weekend peak parking demands.

Table 17
Existing + MP Peak Parking Demands

Day	Existing Zoo[a]	MP	Existing + MP	Supply[b]	Surplus/ Shortfall
Weekday	242 Spaces	22 Spaces	264 Spaces	332 Spaces	+68 Spaces
Weekend	363 Spaces	8 Spaces	371 Spaces	346 Spaces	**- 25 Spaces**

[a] Includes on-site parking lot and off-site employee parking demand.
[b] Assumes restriping of the parking lot to provide 14 additional spaces on weekends.

Table 17 shows that the Zoo would need to provide an additional 25 spaces to accommodate both the existing Zoo employees on-site and the increased demands related to the Master Plan components during the peak demand period on Summer weekend days and holidays.

Special Event Parking Demands

The special events proposed for the 100-seat multi-purpose room in the Discovery Pavilion would generate additional parking demands within the Zoo parking lot. Table 18 shows the parking demands associated with the lectures, adult education programs and private events to be held in the proposed Discovery Pavilion.

Table 18
Special Event Parking Demands

Master Plan Component	Size	AVO	Parking Demand
Lectures	100 guests	2.0/Car	50 spaces
Adult Education	25 guests	1.5/Car	17 spaces
Private Events	100 guests	2.0/Car	50 spaces

Table 18 shows that the lectures would generate a parking demand of up to 50 parking spaces and the Adult Education programs would generate a parking demand of 17 spaces. Since these events are scheduled to occur after the Zoo is closed, the Existing + Master Plan 346-space parking lot would accommodate the parking demands generated by these events.

The private events would generate a parking demand of 50 spaces. Private events held during the week (Monday through Friday) are scheduled to begin after 6:15 P.M., and the Zoo closes at 5:00 P.M. The Zoo parking lot would therefore accommodate the private event parking demands on weekdays.

Private events held during the weekend could start at 4:15 P.M., which is before the Zoo closes at 5:00 P.M. As reviewed previously, the attendance survey data provided by the Zoo shows that the median exit time for Zoo visitors is between 2:30 and 3:00 P.M., and that the peak visitation period at the Zoo generally occurs between 11:30 A.M. and 2:30 P.M. This data indicates that parking demands at the Zoo would be relatively light at 4:00 P.M. Table 13 shows a parking demand of 248 parking spaces on a holiday weekend day (Sunday, May 25, 2003 - Memorial Day weekend) at 4:00 P.M. Based on this survey data, the Zoo lot could accommodate the parking demands associated with an event that started at 4:00 P.M. on a weekend.

Mitigation Measures

As discussed previously, The Zoo has developed a TPM Plan (copy attached) to be implemented as part of the Master Plan. The elements of the TPM Plan would reduce both existing traffic and Master Plan parking demands generated at the Zoo. The following text discusses the potential parking reductions resulting from implementation of the TPM Plan.

TPM Plan Effectiveness

Analysis of parking demand reductions that would result from the TPM Plan assumes that 15% of the existing and future SB Zoo employees would shift to alternative travel modes, and that 10% of the Zoo visitors would participate in the alternative transportation programs. Table 19 shows the parking reductions estimated for the SB Zoo TPM Plan for the peak summer period.

Table 19
SB Zoo TPM Plan Parking Reductions
Summer Conditions

SB Zoo Component	Number Per Weekday	Number per Weekend Day	Participation Rate	Weekday Parking Reduction	Weekend Parking Reduction
Employees[a]	64 Employees	54 Employees	15%	10 Cars	8 Cars
Visitors[b]	1,380 Visitors	1,800 Visitors	10%	24 Cars	32 Cars
Total	–		–	**34 Cars**	**40 Cars**

[a] Analysis assumes 50 existing and 14 future employees on-site during summer weekdays and 50 existing and 4 future employees on-site during summer weekend days. Parking reductions assume 100% on-site during peak demand period.

[b] Analysis assumes 1,378 existing visitors per weekday in summer and 1,798 existing per weekend day in summer based on 2003 attendance data. Parking reductions assume 60% on-site during peak demand period.

The data presented in Table 19 show that the TPM Plan will result in a reduction of 34 parked vehicles on weekdays and 40 parked vehicles on weekends. **These parking reductions would off-set the future parking demands generated by the SB Zoo Master Plan. As shown in Table 16, the Master Plan would generate a demand for 22 additional spaces on weekdays and 8 additional spaces on weekend days. Thus, the TPM Plan would fully mitigate the parking increases generated by the Master Plan.**

This concludes our traffic and parking analysis for the Santa Barbara Zoo Master Plan.

Associated Transportation Engineers

Scott A. Schell, AICP
Principal Transportation Planner

SAS/AO

attachments

SANTA BARBARA ZOO MASTER PLAN
TRANSPORTATION AND PARKING MANAGEMENT PLAN

INTRODUCTION

The Santa Barbara Zoo (SB Zoo) is proposing to implement a Transportation and Parking Management (TPM) Plan as part of the Master Plan which is currently being reviewed by the City of Santa Barbara. The TPM Plan consists of a variety of programs and incentives to increase the use of alternative transportation modes by SB Zoo employees and visitors. The TPM Plan would be implemented as part of the Master Plan to off-set potential increases in future traffic and parking demands generated at the Zoo.

TPM PLAN - SB ZOO EMPLOYEES

The following measures are being proposed by the SB Zoo to promote utilization of alternative transportation modes by employees.

Transportation Coordinator. SB Zoo will be appointed a transportation coordinator (Corrine Santini) in the Human Resources (HR) Department to implement and monitor the TPM Plan. The transportation coordinator will disseminate information, offer assistance to employees wishing to enroll in the TPM Plan, monitor participation in the plan, and administer the financial incentives. The transportation coordinator will work with Traffic Solutions staff to develop and fine-tune the TPM Plan.

New Employee Orientation. The transportation coordinator will conduct an orientation meeting with new employees to review the resources that are available through the TPM Plan. New employees will be provided with information on alternative travel options before they become accustomed to driving to work alone.

Personalized TPM Assistance. The transportation coordinator will provide personal assistance to those employees requesting information on alternative transportation measures. The coordinator would assist in reviewing transit routes and schedules and how they match employee shifts, provide information on bikepath locations, and assist employees in registering with the Zoo's carpool ridematching program as well as the regional ridesharing program administered by Traffic Solutions.

Employee Transportation Information Center. SB Zoo will develop employee information centers in the HR Department and the employee lounge which display information about the Zoo's TPM Plan.

On-Site Services. SB Zoo will offer the following facilities and amenities to employees:

- Shower and locker facilities.
- Bicycle racks and bike lockers.
- Food Services.

Transit Subsidies. The SB Zoo is served by 2 existing transit lines and there is a bus stop located just south of the Zoo entrance on Ninos Drive, as well as bus stops on Cabrillo Boulevard adjacent to the Ninos Drive intersection. The Zoo will offer free bus passes to employees wishing to use transit.

Enhanced Transit Stop. SB Zoo will work with MTD and the City of Santa Barbara Parks and Recreation Department to improve the existing bus stop at the Zoo entrance. The City has indicated that the design of the bus shelter may extend further into the right of way rather than expanding towards the creek.

Carpooling. SB Zoo will provide in-house ridematching services for employees to assist in forming carpools. The transportation coordinator will also assist employees in registering with the regional ridematching services offered by Traffic Solutions. SB Zoo currently provides two preferential parking spaces for carpoolers. Utilization of these spaces will be monitored and additional spaces will be added as carpooling increases under the TPM Plan.

Bicycling: SB Zoo will offer a subsidy to employees to purchase bicycles for the purposes of commuting to work. SB Zoo will also upgrade the bicycle parking around the campus, including new bike lockers.

Emergency Transportation Services: SB Zoo will provide a guaranteed free ride home for its employees by enrolling in Emergency Ride Home program offered through Traffic Solutions.

Financial Incentives: SB Zoo will provide coupons for the on-site food and beverage venues to employees who sign-up for and participate in the TPM Plan. SB Zoo will also develop a monthly awards program for employees enrolled in the TPM Plan which could include vacation day incentives.

TPM PLAN - VISITORS

The following measures are being proposed by the SB Zoo to promote utilization of alternative transportation modes by Zoo visitors.

Waterfront Shuttle and MTD Admissions Discount: SB Zoo will offer a $1.00 off admissions coupon for visitors using the Waterfront Shuttle and MDT lines to travel to the Zoo. SB Zoo staff will coordinate this program with MTD.

Surrey/Bike Rental Admissions Discount: SB Zoo will offer a $1.00 off admissions coupon for visitors renting surreys and bikes in the Waterfront and traveling to the Zoo. SB Zoo staff will coordinate this program with the rental firms located in the Waterfront area.

Waterfront Shuttle Advertisements: SB Zoo will advertise the Waterfront Shuttle and MTD admissions discount program on the Waterfront shuttles, on the Zoo website, in the Zoo newsletters and other appropriate venues.

Hotel Advertisements. SB Zoo will include information regarding the Waterfront Shuttle and Surrey/Bike Rental admissions discount programs in the visitor advertisements slips that are displayed at hotels in the Santa Barbara area.

Surrey/Bike Rental Admissions Discount. SB Zoo will advertise the Surrey/Bike rental admissions discount on the Zoo website, in the Zoo newsletters and other appropriate venues.

Hotel Coordination. SB Zoo will provide information to concierge staff at hotels in the Santa Barbara area regarding the Waterfront Shuttle and Surrey/Bike Rental admissions discount programs.

Enhanced Waterfront Shuttle Stop. SB Zoo will work with MTD and the City of Santa Barbara Parks and Recreation Department to improve the existing Waterfront Shuttle bus stop located at the Zoo entrance.

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